

**PANJAB UNIVERSITY, CHANDIGARH**

Date-sheet for **Post Graduate Diploma in Advertising and Public Relations**  
**2<sup>nd</sup> Semester (Regular & Reappear) Examination**  
**to be held in May-June, 2023**

(THEORY EXAMINATIONS)  
**TIME OF EXAMINATION: 2.00 p.m. to 5.00 p.m.**

DATE & DAY	PAPER/SUBJECT/CODE NO.
<b><u>May-2023</u></b> 22 <sup>nd</sup> , Monday	<b>Paper-I:</b> Advertising Campaign Planning (8640)
25 <sup>th</sup> , Thursday	<b>Paper-II:</b> Digital Advertising & Public Relations (8641)
29 <sup>th</sup> , Monday	<b>Paper-III:</b> Corporate Communications and Event Management (8642)
<b><u>June – 2023</u></b> 1 <sup>st</sup> Thursday	<b>Paper-IV:</b> Agency Management and Market Research(8643)

**NOTE: THE CANDIDATES ARE NOT PERMITTED TO CARRY ANY COMMUNICATION EQUIPMENT SUCH AS MOBILE PHONE/PAGER, WIRELESS SET, SCANNER PEN SCANNER/CAMERA OR ANY SUCH ELECTRONIC/DIGITAL GADGET ETC. INSIDE THE EXAMINATION HALL WHICH IS PUNISHABLE WITH DISQUALIFICATION FOR PERIOD OF TWO YEARS WITH THE SUBSEQUENT EXAMINATION.**

CENTRE OF EXAMINATION:	
1. <b>Chandigarh-43</b>	P.U. Arts Block-III, Sector-14

**Chandigarh: 160014**  
**Dated: 09.05.2023**

**Prof. Jagat Bhushan**  
**Controller of Examinations**